



# NEWS

From County Supervisor Paul Biane

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FOR IMMEDIATE RELEASE

July 10, 2007

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## **Board approves California Speedway economic impact study**

**SAN BERNARDINO** – On Tuesday, the Board of Supervisors hired a consulting firm to take a fresh look at the regional and local economic impacts of the California Speedway in unincorporated Fontana.

A study conducted in 2003 concluded that one major NASCAR weekend at the Speedway generated about \$135.7 million in local revenue. The study's author estimated the sports facility's economic impact would increase to more than \$220 million annually after a second NASCAR race was added to the California Speedway's schedule in 2004.

"There's no doubt the California Speedway has a very, very positive impact on our local economy. Anyone who's tried to get a hotel room during a NASCAR weekend can attest to that," said Board of Supervisors Chairman Paul Biane, who represents unincorporated Fontana as the county's Second District supervisor. "The study we commissioned will analyze the track's economic impacts so we can create an effective economic development strategy for the Speedway Redevelopment Area."

The County created the Speedway Redevelopment Area in 1995 to develop and remove blight from about 3,500 acres in unincorporated Fontana, which was severely impacted by the closure of Kaiser Steel.

Conventions Sports and Leisure International (CSL) was selected from five consulting firms that submitted proposals to conduct the economic impact study. CSL was chosen, in part, because of its extensive experience examining the economic impact of racing facilities in the United States. The study will cost \$65,000 and will be paid for by the Speedway Redevelopment Area.

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